

Checklist for Implementing Gated Content

- **Create content for each stage in the buyer's journey:**
 - Define the awareness stage content.
 - Plan the consideration stage material.
 - Develop decision stage content.
- **Complete a competitive analysis:**
 - Research competitors' gated and ungated content.
 - Identify gaps and opportunities.
- **Provide value:**
 - Ensure your gated content is unique and actionable.
- **Create and optimize your landing page:**
 - Design a clear, compelling landing page.
 - Include a simple, user-friendly form.
- **Segment your audience:**
 - Categorize your leads based on collected data.
 - Tailor your email marketing campaigns accordingly.
- **Promote your gated content:**
 - Utilize online advertising.
 - Leverage email marketing.
- **Measure performance and refine:**
 - Track key metrics (conversion rates, bounce rates, time on page).
 - Adjust strategies based on performance data.